

San Diego & Imperial Local Contractors Reach of Channel Utilization for Federal Fiscal Year 05

Channels utilized for services provided

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Utilized Channel	Percent of Agencies	Utilized Channel	Percent of Agencies	Average Utilized Channel	Average Percent of Agencies
LOCAL CONTRACTS	9	100%	8	100%	9	100%
CHANNELS						
Colleges and Universities	7	78%	5	63%	6	70%
Community Based Organizations	6	67%	5	63%	6	65%
Community Clinic	3	33%	3	38%	3	35%
Community Youth Organizations	5	56%	5	63%	5	59%
Faith/Church Sites	2	22%	2	25%	2	24%
Farmers' Markets	2	22%	1	13%	2	17%
Food Closets	0	0%	0	0%	0	0%
Grocery Stores	2	22%	2	25%	2	24%
Healthcare Facilities	0	0%	1	13%	1	6%
Healthy/Head Start	5	56%	4	50%	5	53%
Internet	5	56%	3	38%	4	47%
Parks, Recreation Centers	2	22%	3	38%	3	30%
Preschools	2	22%	3	38%	3	30%
Print Media	5	56%	6	75%	6	65%
Public Health Department	3	33%	4	50%	4	42%
Radio	3	33%	2	25%	3	29%
Restaurants	0	0%	0	0%	0	0%
Schools	6	67%	3	38%	5	52%
Senior Centers	0	0%	1	13%	1	6%
Soup Kitchens	0	0%	0	0%	0	0%
Television	2	22%	2	25%	2	24%
Tribal Organizations	3	33%	2	25%	3	29%
WIC Sites	3	33%	2	25%	3	29%
Worksites	3	33%	2	25%	3	29%
Other	6	67%	5	63%	6	65%
LOCAL TOTALS						

San Diego & Imperial Local Contractors
Reach of Media Advertising Efforts for Federal Fiscal Year 05

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	9		8			
TV						
paid TV ads	0	0	0	0	0	0
free TV ads	0	0	1	0	1	0
Radio						
paid radio ads	1	200,000	1	400,000	2	600,000
free radio ads	3	200,000	1	400,000	4	600,000
Print						
paid ads placed	0	0	0	0	0	0
Outdoor						
paid ads placed on billboards, bus stops, or other outdoor advertising	0	0	0	0	0	0
free print ads on kiosks or posters	3	35,214	2	6,187	5	41,401
LOCAL TOTALS	7	435,214	5	806,187	12	1,241,401

Consumer Impressions may be duplicated counts

San Diego & Imperial Local Contractors
Reach of Public Relation Efforts for Federal Fiscal Year 05

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	9		8			
TV						
# Agencies that submitted media alerts or tip sheets to TV	3	n/c	1	n/c	4	n/c
# Media alerts or tip sheets submitted	7	n/c	4	n/c	11	n/c
# Agencies that submitted press releases	2	n/c	2	n/c	4	n/c
# press releases submitted	4	n/c	20	n/c	24	n/c
TV stories aired from releases	0	n/c	1	n/c	1	n/c
Total TV interviews conducted	0	n/c	1	n/c	1	n/c
TV stories from interviews	0	n/c	1	n/c	1	n/c
Total number of TV inputs	16	n/c	30	n/c	46	n/c
Radio						
# Agencies that submitted media alerts or tip sheets to radio	0	n/c	2	n/c	2	n/c
# Media alerts or tip sheets submitted	1	n/c	2	n/c	3	n/c
# Agencies that submitted press releases	0	n/c	2	n/c	2	n/c
# Press releases submitted to radio	1	n/c	15	n/c	16	n/c
Radio Stories from releases	1	n/c	0	n/c	1	n/c
Total # radio interviews conducted	4	n/c	6	n/c	10	n/c
Total # radio interviews aired	2	n/c	0	n/c	2	n/c
Total number of radio inputs	9	n/c	27	n/c	36	n/c
Print						
# Agencies that submitted media alerts or tip sheets to newspaper	1	n/c	1	n/c	2	n/c
# Media alerts or tip sheets submitted	6	n/c	3	n/c	9	n/c
# Agencies that submitted press releases	1	n/c	2	n/c	3	n/c
# Press releases submitted to print	6	n/c	13	n/c	19	n/c
Total print stories printed	6	n/c	4	n/c	10	n/c
Interviews with print outlets	5	n/c	2	n/c	7	n/c
Print Stories from interviews	5	n/c	1	n/c	6	n/c
Total number of print inputs	30	n/c	26	n/c	56	n/c
LOCAL TOTALS	55	n/c	83	n/c	138	n/c

n/c = not collected

Consumer Impressions may be duplicated counts

San Diego & Imperial Local Contractors
Reach of Media Advocacy Efforts for Federal Fiscal Year 05

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	9		8			
# Feature Articles Submitted	9	n/c	5	n/c	14	n/c
Total Feature Stories Run	9	n/c	6	n/c	15	n/c
# Letters to Editor Submitted	0	n/c	0	n/c	0	n/c
Total Letters to the Editor Run	0	n/c	0	n/c	0	n/c
Total Editorial Board Meetings Attended	6	n/c	0	n/c	6	n/c
LOCAL TOTALS	24	n/c	11	n/c	35	n/c

n/c = not collected

Consumer Impressions may be duplicated counts

San Diego & Imperial Local Contractors
Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

[illegible]

San Diego & Imperial Local Contractors
Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2)

[illegible]

San Diego & Imperial Local Contractors
 Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 3)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be included in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Total Number of Classes / Activities	Total Consumer Impressions
LOCAL CONTRACTS	9		8			
Classes and Trainings						
# nut ed classes conducted	278	5,779	168	3,348	446	9,127
# provider training classes	8	231	6	134	14	365
# pa-nut class	120	1,855	169	2,856	289	4,711
# "other" classes	596	89,826	286	1,386	882	91,212
Total Classes and Trainings	1,002	97,691	629	7,724	1,631	105,415

Reach of Network Personal Sales Activities for Locals on the following page

Consumer Impressions may be duplicated counts

San Diego & Imperial Local Contractors
Reach of Personal Sales Activities Federal Fiscal Year 05 (Page 2 of 3)

[illegible]

San Diego & Imperial Local Contractors
 Reach of Network Personal Sales Activities Federal Fiscal Year 05 (Page 3 of 3)

[illegible]

San Diego & Imperial Local Contractors
Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)

Environmental change includes changes to the economic, social or physical environments.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
LOCAL CONTRACTS	9	100%	8	100%	9	100%
ENVIRONMENT						
Advocated for increased fruits and vegetables at local stores	5	56%	4	50%	5	53%
Developed partnerships to work towards environmental change	6	67%	4	50%	5	58%
Developed, maintained school or community garden	2	22%	1	13%	2	17%
Encouraged restaurants and grocery stores to carry culturally appropriate foods	4	44%	3	38%	4	41%
Improved food choices at functions	7	78%	8	100%	8	89%
Improved food choices in cafeteria	5	56%	3	38%	4	47%
Increased daily nutrition announcements	5	56%	5	63%	5	59%
Increased lighting, paths, times to promote biking and walking	2	22%	3	38%	3	30%
Initiated/Implemented salad bar program	1	11%	1	13%	1	12%
Limited access to high fat milk products	2	22%	2	25%	2	24%
Limited access to junk food	3	33%	2	25%	3	29%
Limited access to soda	3	33%	2	25%	3	29%
Made healthy snack carts available	3	33%	3	38%	3	35%
Replaced vending machine choices with healthier foods	4	44%	1	13%	3	28%
Worked to improve transportation from markets	2	22%	1	13%	2	17%
LOCAL TOTALS						
Policy, Systems & Environment changes continue on the next page.						

San Diego & Imperial Local Contractors
Reach of Policy Change Efforts for Federal Fiscal Year 05 (page 2 of 2)

Policies include laws, regulations and rules (both formal and informal). Examples: school board food policies banning the sale of soda and junk food on school campuses; organizational rules that provide time off during work hours for physical activity.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
LOCAL CONTRACTS	9	100%	8	100%	9	100%
POLICY						
Passed city ordinances that related to physical activity or nutrition	1	11%	3	38%	2	24%
Passed regulations that decreased or eliminated soda	0	0%	1	13%	1	6%
Policy changes related to Food Security	1	11%	2	25%	2	18%
Ratified rules about serving healthier foods at events	1	11%	1	13%	1	12%
Ratified rules to promote physical activity	2	22%	2	25%	2	24%
Worked towards creating laws that banned sponsorship from competitive foods	3	33%	3	38%	3	35%
Worked towards or responded to policies about food stamps, food security to food banks	3	33%	2	25%	3	29%
Worked with groups for policy agenda	6	67%	6	75%	6	71%
Wrote or responded to legislative bills pertaining to healthy eating or physical activity	3	33%	3	38%	3	35%
Other environmental changes	0	0%	1	13%	1	6%
LOCAL TOTALS						